


# Facebook Fundraiser



Facebook Fundraiser makes it easy for participants to raise money for and awareness for the American Heart Association | American Stroke Association. This new integration with Teamraiser that quickly connects participants to their friends and family while giving them double the reach to raise money towards their campaign without having to leave Facebook!

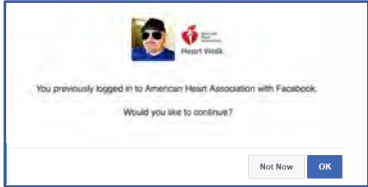
## HERE'S HOW TO GET STARTED:

**1** —



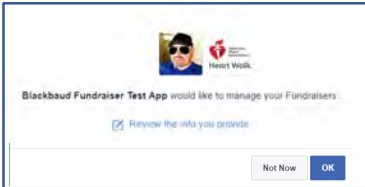
Log in to your Heart Walk Headquarters and click to “Connect Fundraiser to Facebook.”

**2** —




You'll be redirected to Facebook, and a pop-up window will appear that states AHA will receive your public profile. Click “OK.”

**3** —



An additional pop-up window will appear that states AHA would like to manage your fundraiser. Click “OK.”

**4** —



Either you'll be brought to your Facebook Fundraiser or you will be prompted to go to your Facebook Fundraiser from your dashboard.

## DID YOU KNOW?

- Participants can link directly to Facebook Fundraiser.
- Donations take place on Facebook but are processed through LO.
- Personal thermometer on TR and FB Fundraiser are identical.
- Priority newsfeed placement of rich, dynamic, prominent posts, with CTA.
- Push notifications/reminders, remarket to non-donors, donors asked to share, etc.
- A frictionless way to manage, process, and record Facebook donations in Teamraiser

